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FORM 100-6

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INCREASED SALE OF MERCHANDISE IN NORTH KOREA, AUGUST 1954

STATE STORES FULFILL AUGUST SALES QUOTAS -- P'yongyang, Minju Choson, 8 Sep 54

The P'yongan-pukto state stores have completed an average of 105.1 percent of their August sales quotas. The P'yongan-pukto Business Control Office reported that the stores under the control of the following suboffices have completed their quotas as follows (in percent): Sinuiju, 104.4; Sakchu, 109.7; Chongju, 100.6; Ch'olsan, 100.4; and Kusong 104.

The Sinuiju Department Store completed 109 percent of its August sales quota.

P'yongyang, Minju Choson, 6 Sep 54

State stores under the P'yongyang Business Control Office completed 102.7 percent of the August "commodities circulation" [i.e., inventory turnover, or sales] quota. Sales districts completed their quotas as follows (in percent): Central District, 121.5; West District, 100.3; South District, 108; East District, 112; and North District, 120.5. The West P'yongyang Department Store, which opened on 10 August, completed 100.5 percent of its August quota.

Foodstuffs led in retail sales, followed by textile products and shoes. Vegetable and fruits sold the most. The Central District Food Store No 1 sold an average of over 3 tons of vegetables daily.

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P'yongyang, Minju Choson, 4 Sep 54

The state store in Kaesong, whose merchandise is supplied by the Kaesong Business Control Office, exceeded their August sales quotas by 12 percent. During the 15 August celebration sales contest, the average daily sales of each store reached 245 percent of the July average daily sales. The Kaesong Food Store achieved more than twice its August quota and completed its quota for the third quarter of the year. The Tokam Store completed 170.5 percent of its August quota and also completed its quota for the third quarter of the year. The General Store and the Taep'yong-dong Store also completed their August sales quotas.

MERCHANDISING COST LOWERED -- P'yongyang, Nodong Sinmun, 27 Aug 54

The Nam-gu Suboffice of the P'yongyang Business Control Office reduced its merchandising costs by 10,000 won during the second quarter under those of the first quarter of 1954, by economizing on shipping expenses which constituted the largest expense item in the merchandising cost. This saving was realized in spite of a threefold increase in the quantity of shipments since the first quarter.

The office used its own horsecarts and oxcarts for shipping merchandise, instead of using hired transportation facilities, and also minimized merchandise breakage during shipment.

P'YONGYANG DEPARTMENT STORES STOCK NEW PRODUCTS -- P'yongyang, Minju Choson, 4 Sep 54

P'yongyang department stores now sell large quantities of liquors and other beverages, such as beer, whisky, brandy, peppermint and strawberry cordials, and ginseng, mulberry, and tomato syrups, all newly produced by factories under the Ministry of Light Industries. The syrups made from wild fruits contain 65 percent sugar and no alcohol. The stores now also sell cookies and confections.

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